



FALLS MEDIA, LLC \* KWFB \* KXXN  
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August 14th, 2014

Comments in support of RM-11727

Federal Communications Commission  
Washington, D.C.

By way of introduction, I am Fred R Morton, CSRE. I am a partner, officer and director of Falls Media, LLC based in Wichita Falls, Texas. Falls is the licensee of KWFB(FM), Holliday, Texas and KXXN(FM), Iowa Park, Texas as well as the LMA operator of KXPN(FM), Scotland, Texas.

Falls is a locally owned and privately held broadcasting company doing business in Wichita Falls, Texas since 2007. It has consistently shown growth in spite of the fact that it competes with much larger companies (Townsquare and Cumulus) with much larger financial resources.

In October of 2012, the company acquired its second FM station, KXXN. The station had been on and off the air throughout its existence and its former owner had decided to get out of the radio business. We purchased that station, invested a considerable amount of money in a new transmitter plant and programming and signed the station back on with a new CHR format in January of 2013.

Unfortunately, due to the limits of its class A signal (6 kw at 328') coverage was difficult inside homes and businesses, and the operations suffered as a result of those problems.

Under the proposals outlined in RM-11727, Falls has an opportunity to make a major improvement in KXXN's operation and we

wholeheartedly support it. Together with an improved antenna, 12 kw at the station's current HAAT will serve to increase signal strength in the metro area of Wichita Falls and surrounding areas, and make the station a true format and market competitor for the first time in its existence.

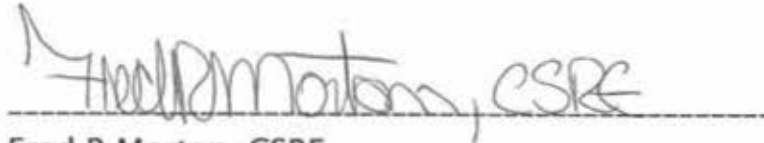
This will have far reaching effects--since Falls is a locally owned operation, employing local people, it keeps its money in the local community (unlike its competitors, which are both out of state companies). Anything that will help the station's competitive situation will serve to guarantee its long term viability, which in turn means continued local service.

Today, KXXN operates with an Adult Urban format, the first in the area. This format needs to be heard since it serves a very special part of the market, which until now has been underserved.

If RM-11727 is approved, Falls will file an application for a power increase under its terms and conditions, and if granted, would build out the power increase as quickly as possible.

Falls, as well as any other station that can upgrade under this proposal, will take the financial risk. The power increase has the potential to help the property remain profitable and stay on the air serving the public. This C4 power increase (where it can be authorized) will not take away anything from co or adjacent channel operations. It's a win-win for all concerned.

Respectfully Submitted this 14th day of August, 2014

A handwritten signature in dark ink, reading "Fred R Morton, CSRE", is written over a horizontal line.

Fred R Morton, CSRE

Member

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